

MINUTES OF SEPTEMBER 25, 2025 REGULAR BOARD MEETING
GLENCOE PARK DISTRICT
999 GREEN BAY ROAD, GLENCOE, ILLINOIS 60022

The meeting was called to order at 7:00pm and roll was called.

Commissioners present:

Michael Covey, Vice President
Jackie Avitia-Guzman, Treasurer
Nicole Reifman, Commissioner

Staff present:

Lisa Sheppard, Executive Director and Secretary
Bobby Collins, Deputy Director of Rec and Facilities
John Cutrera, Director of Finance and HR
Kyle Kuhs, Director of Parks and Planning
Erin Classen, Superintendent of Marketing and Comm.

Members of the public in attendance who signed in or spoke: None

Consent Agenda: A motion was made by Commissioner Reifman to approve the consent agenda items as presented, including the Minutes of the July 15, 2025 Regular Board Meeting, Minutes of the August 5, 2025 Committee of the Whole Meeting, Minutes of the September 2, 2025 Committee of the Whole Meeting, Approval of the Bills, Approval of Greenhouse Bids, Approval of Audit Contract Renewal and Approval of Categories of Service. Commissioner Avitia-Guzman seconded the motion. No further discussion ensued. Roll call vote taken:

AYES: Covey, Reifman, Avitia-Guzman

NAYS: None

ABSENT: Hazan

The motion passed.

Matters from the Public: None

Financial Report:

Director Cutrera gave a brief overview of the Financial Report for the end of the second fiscal quarter. The team is currently working on projections to present at the next meeting, which will give a more thorough overview of our financials.

This month, recreation programming has shown strong results, with top-line revenue up about 15 percent, driven by popular programs such as Kids Clubs, Sun Fun, Game On, and School Days Off. The Fitness Center's YTD bottom line is nearly double last year's performance, reaching just under \$16,000 compared to \$7,300 in 2024. Contributing factors include strong growth in personal training revenue through the Gym Guys partnership, increased membership flexibility with month-to-month options, a year-over-year net increase of over 40 members, and higher daily user participation. As a result,

revenue goals have already been met halfway through the year, with the community making strong use of the facility.

On the financial side, two departments are showing notable year-over-year variances due to timing and budgeted transfers. The Recreation Administration Department is about \$800,000 behind last year, primarily due to the delayed second installment of property taxes (roughly \$550,000) and a budgeted increase in the Fund 69 transfer from \$1.2 million to \$1.45 million. Similarly, the Corporate Administration Department is about \$1.35 million behind, mainly from the same tax delay (\$1.15 million) and a \$200,000 budgeted increase in the Fund 69 transfer (rising from \$800,000 to \$1 million in FY25).

Special Events Presentation

Nate Van Alle, Special Events and Community Engagement Manager, provided a summary presentation on the District's special events and community engagement opportunities.

In 2025, the District will host around 60 special events, offering something for every age group. These events range from long-standing traditions like July 3rd fireworks and Boo Bash to innovative programs such as the Glencoe .500 Power Wheels race and Fire & Ice sauna at the beach. Special events are viewed as a first point of contact with the community that often leads to broader participation in Park District programs. Many of the large community events are subsidized or free, ensuring accessibility, while others are kept low-cost to maintain affordability and value for residents.

Signature events include the Party in the Park on July 3rd, drawing over 5,000 attendees, followed by the Fun Run, early childhood games, and parade participation on July 4th. Other popular events include the Great Mud Run, attracting around 500 participants, and Boo Bash, which transforms Park District facilities into a Halloween extravaganza.

Responding to community feedback, the District has also expanded adult programming with wine tastings, culinary events, movie nights, nature walks, and the new Wine Walk in partnership with the Glencoe Historical Society. These events consistently sell out, with strong participation and positive feedback from residents.

Beyond events, the District places a strong emphasis on community engagement. Staff collaborate with numerous local partners, including the PTO, District 35, Family Services, NSSRA, Writers Theater, the Village, and the Library, among many others. Partnerships have brought unique offerings like campfire storytelling in underutilized parks and "Unplugged Day" promoting screen-free family time. The District also supports inclusion by offering scholarships, on-site registration, and volunteer opportunities through programs like welcome kits delivered by NSSRA and New Trier Transitions participants.

Special events are a team effort, with all full-time staff required to work at least three major events annually, helping to reduce costs and foster camaraderie. Feedback from community leaders, residents, and attendees has been overwhelmingly positive, with

events strengthening connections among neighbors and enhancing Glencoe's sense of community.

Goal Progress Update

Executive Director Sheppard provided an update on staff progress toward the 2025 annual goals, which were developed from the 2024–2033 Comprehensive Master Plan. The plan identified five priority pillars: engaged community, well-maintained parks and facilities, program effectiveness, financial sustainability and transparency, and a dynamic, inclusive workplace. Based on community focus groups and surveys, the Board and staff have set short-term goals for this year, with progress updates scheduled for mid-year and final reporting at year-end. Most goals that were developed are either in progress or already completed, with strong momentum toward meeting targets.

The goals are viewed as a “living document” that evolves as community needs and priorities shift. Staff often refine or add smaller action items within the broader priorities, such as safety and security improvements or program life cycle analysis to ensure offerings remain relevant. Staff emphasized the importance of coordinating with community partners, such as the school district and PTO, to avoid overlap and maximize resources. Upcoming community surveys will further shape program and event offerings by getting feedback on interests and motivations. Overall, the Board expressed appreciation for the progress to date and the thoughtful, adaptive approach to achieving the District's goals.

Executive Director's Report:

Executive Director Sheppard shared that the team had a great experience at NRPA's annual conference, despite not winning the Gold Medal Grand Plaque.

The budget process is underway and staff are preparing for upcoming budget work. The District continues to participate in PDRMA Health under our current contract and remains satisfied with coverage options. A new digital leave management system has been rolled out across departments, making the time off request process paperless and more efficient.

Staff reported a strong start to fall programming, with significant growth in school day-off care due to high community demand, while enrichment programs remain steady. Planning is underway for the ice rink and next year's summer camp programs. Children Circle will be implementing creative new safety storyboards and books featuring classroom animal characters to teach playground etiquette and manners in an engaging way.

Shelton Park's pathway and tennis courts are nearly complete, Milton Park construction is beginning, and demolition has started at Takiff to prepare for maintenance center work.

Legislative updates from IAPD were shared in the board packet, most notably the increase in the competitive bidding threshold for materials and supplies from \$30,000 to \$60,000, which is expected to streamline purchasing. Additional flexibility in trail signage requirements was also noted. The Board will continue to receive updates as projects and legislative issues progress.

Action Items: None

Other Business: None

Adjourn: Commissioner Reifman moved to adjourn into Executive Session at 7:43 PM. Commissioner Avitia-Guzman seconded the motion. The motion passes via voice vote.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Lisa M. Sheppard", with a large, stylized flourish at the end.

Lisa M. Sheppard
Secretary